

EEO PUBLIC FILE REPORT

This report covers full-time vacancy recruitment data for the period April 1, 2019 to March 31, 2020

1) **Employment Unit:** Gleiser Communications, LLC/ATW Media, LLC – Tyler, Texas

2) **Unit Members (Stations and Communities of License):**

KTBB-AM – Tyler, Texas
KTBB-FM – Troup, Texas
KRWR-FM – Tyler, Texas
KYZS-AM – Tyler, Texas

3) **EEO Contact Information for Unit Member:**

Mailing Address: Gleiser Communications, LLC ATW Media, LLC 1001 E.SE. Loop 323, Suite 455 Tyler, TX 75701	Telephone No.: 903-593-2519
	Contact Person/Title: Paul L. Gleiser, President
	E-mail Address: pgleiser@gleisercom.com

4) **List all Full-time Job Vacancies Filled by Each Station in the Employment Unit.**

<u>Job Title</u>	<u>Recruitment Source Referring Hiree</u>
Traffic/Receptionist	Referred by current employee
Newscaster	Referred by current employee

5) **Total Number of Interviewees Referred:** For the period from April 1, 2019 through March 31, 2020 a total of 28 applications were received, 7 interviewees were referred and two employees were hired.

6) **Supplemental Recruitment Initiatives**

(a) **Initiative:** Station personnel training

Gleiser Communications, LLC ("Gleiser") and ATW Media, LLC ("ATW") provide regular training to its employees based on the job description and department of the employee. On a continuing basis, technical operators were trained using a company-produced manual *"Radio Station Operator Handbook & Certification Course."* Salespersons receive training from online and software-based training courses that are specific to radio station and broadcast selling. The company holds regular interdepartmental meetings in which regulatory, financial, community service and news coverage ethics are discussed.

(b) **Initiative:** Internship Program

In the spring and summer of 2019, Cameron Brown, a student at Tyler Junior College, worked in the station's sports department as an intern. During his internship, Brown was trained on the procedures attendant to editing audio for use in sportscasts and in the station's longform sports call-in show, screening callers, briefing guests and performing other duties attendant to sports programming.

(c) **Initiative:** College Campus Career Day

The management of ATW Media attended a day-long event at the University of Texas at Tyler at which college students were given the opportunity to learn about careers in radio broadcasting and to apply for internship positions with the company.

Stations KTBB-AM, KTBB-FM, KRWR-FM and KYZS-AM are Equal Opportunity Employers

(d) Initiative: Management Personnel Training

ATW Media/Gleiser Communications conducts department head meetings every Monday morning. Once each quarter, the agenda for such meetings is restricted to personnel. Department heads are required to provide management with an assessment of the personnel under their supervision, an assessment as to which, if any, staff members are likely to leave in the coming quarter and a projection of potential hiring needs for the coming quarter.

Training is provided on the latest in personnel and human resources law and regulation, employee retention and recognition and the on-going need to ensure that potential personnel vacancies are adequately anticipated such that adequate time will be available for recruiting purposes.

GLEISER COMMUNICATIONS, LLC/ATW MEDIA, LLC
KTBB, KTBB-FM, KRWR, KYZS
EEO PUBLIC FILE REPORT: April 1, 2019 - March 31, 2020
SECTION I: Master Recruitment Source List (MRSL)

RS NUMBER	RECRUITMENT SOURCE INFORMATION	SOURCE ENTITLED TO VACANCY NOTIFICATION? (Y/N)	NO. INTERVIEWEES REFERRED BY SOURCE PAST 12 MOS.
1	Job fairs attended by KTBB/KTBB-FM/KRWR/KYZS	N	
2	Walk-in/call-in applicants	N	
3	Word-of-mouth	N	
4	Referral by current employee	N	2
5	KTBB.com website job opening posting	N	
6	KTBB, KTBB-FM, KRWR, KYZS on air announcements of job opening	N	4
7	Texas College, 2404 N. Grand, Tyler, Texas 75702, 903-593-8311	N	
8	Tyler Career Services, UNIVERSITY OF TEXAS AT TYLER, 3900 University Blvd, Tyler, TX 75799, 903-565-5581	N	
9	Graduate Placement, UNIVERSITY OF TEXAS AT TYLER, 3900 University Blvd, Tyler, TX 75799, 903-565-5581	N	
10	STEPHEN F. AUSTIN STATE UNIVERSITY, P.O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, 903-468-1278	N	
11	NATIONAL BROADCASTING SOCIETY, P.O. Box 13048, SFA Station, Nacogdoches, TX 75962-3048, 903-468-1278	N	
12	Mary Olsen, LeTOURNEAU UNIVERSITY CAREER SERVICES, 2100 Moberly Avenue, Longview, TX 75602, 800-759-8811	N	
13	Texas Association of Broadcasters website: www.tab.org	N	
14	East Texas Workforce Center, 4100 Troup Highway, Tyler, TX 75701, 903-561-8131	N	
15	Kim Harden, Tyler Junior College, P.O. Box 9020, Tyler, TX 75701, 903-510-2334	N	
16	Cedric Granbury, NAACP, 2000 W. Gentry Pkwy, Tyler, TX 75702, 903-531-0071	N	
17	Tyler Morning Telegraph, P.O. Box 2030, Tyler, TX 75710	N	

GLEISER COMMUNICATIONS, LLC/ATW MEDIA, LLC
KTBB, KTBB-FM, KRWR, KYZS
EEO PUBLIC FILE REPORT: April 1, 2019 - March 31, 2020
SECTION I: Master Recruitment Source List (MRSL)

18	Longview News Journal, 320 E. Mathvin, Longview, TX 75601	N	
19	Driedra Brelsford, Breslford Personnel, 3600 Old Bullard Road, Suite 301, Tyler, TX 75701, 903-567-2996	N	7
20	Station social media (Facebook)	N	
21	Ziprecruiter.com website	N	
22	Indeed.com website	N	